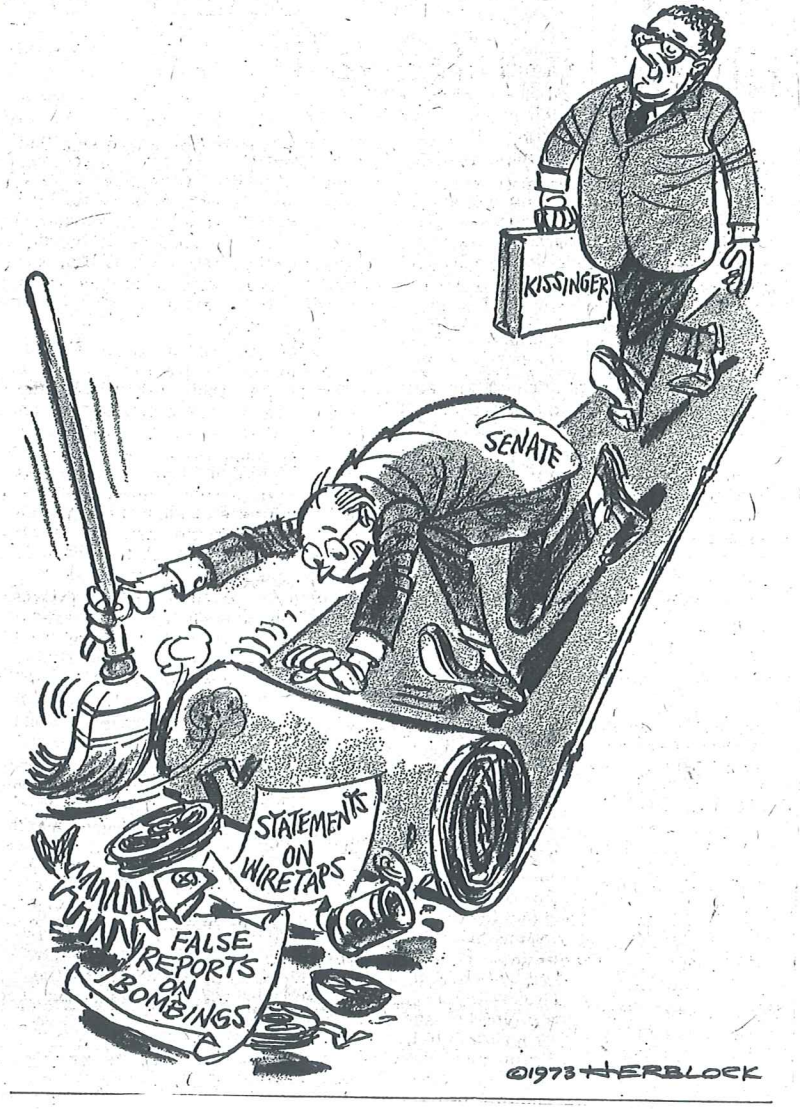The Under-The-Red-Carpet Treatment